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*Fraud Detection and a Good UX  
Need Not Be Mutually Exclusive.*

**Gartner.**



Dear Friend,

Managing fraud is a **balance of security measures, UX impact, and financial costs**, according to Gartner. Ensuring individuals' identities are known (identity proofing) when dealing with financial transactions and digital interactions is critical to the success of any organization.<sup>[1]</sup>

But fraud detection and a good UX, Gartner continues, need not be mutually exclusive. Taking a layered approach - one that utilizes **biometric technologies** - allows UX to be tailored according to risk levels.<sup>[2]</sup>

For over 20 years, Daon's IdentityX® has been **the world's most trusted digital identity platform**, with hundreds of millions of users on six continents. IdentityX is a truly open, flexible, platform-based approach to customer identity that fits:

- **any biometric type**
- any authentication factor
- any channel
- any application

...any way you need it.

So, you could say we know a little bit about **identity proofing**.

And we think leaders responsible for **fraud detection** and identity proofing would find Gartner's full report, available below, helpful when developing the best strategy for selecting identity proofing vendors.

***Click below to unlock your complimentary copy of the full report.***

# Unlock the Full Gartner Report



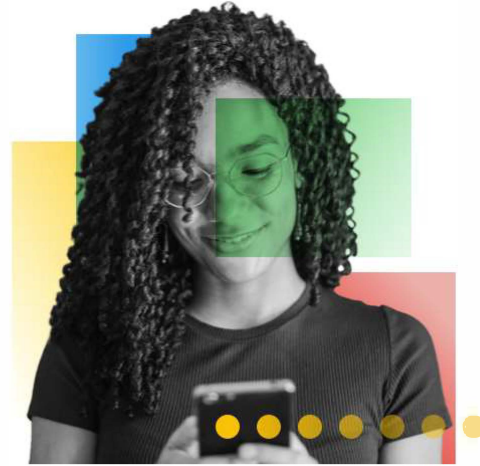
[1] [2] Gartner, Security and Risk Management Leaders' Guide to Online Fraud Detection and Identity Proofing, Akif Khan, 14 March 2022

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# IdentityX<sup>®</sup>

## Delivering Tangible Results



Dear Friend,

### **Trust is for life.**

In fact, the trust relationship between you and your customer is the only real constant in an ever-changing environment.

So how do you preserve and enhance that trust relationship, even as underlying technologies, methods, and channels evolve?

You start by leveraging Daon's IdentityX<sup>®</sup>: a truly open, flexible, platform-based approach to customer identity that fits any biometric type, any authentication factor, any channel, and any application - any way you need it.

IdentityX removes friction from the customer life cycle, seamlessly ensuring that **pain points are eliminated**. It's an out-of-box, low-integration way to keep abandonment rates low and customer satisfaction high.

Stop re-building customer trust. Build trust for life with Daon.

**Want to learn how to prevent the most common customer**

**identity pain points?** Check out the report below from leading tech industry analysts at Consult Hyperion.



[Read the Full Report](#)

Have questions or want a free demo? Reply to this email or [contact us](#)





# Understanding Passkeys:

Multi-device Credential FAQ



Dear Friend,

Wondering why you keep hearing so much about passkeys lately?

Passkeys, also referred to as FIDO passkeys or multi-device credentials, are cryptographic keys that are part of the FIDO2/WebAuthn protocol.

**Translation:** passkeys store your login information **safely on your mobile device** and are a **more secure authentication method** than passwords.

With major OS providers all supporting their use, passkeys are likely to be a mainstay of the authentication landscape.

**Click below to learn more** about these password disruptors and why they're making fintech headlines everywhere.

[Read the FAQ](#)

